

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Construction is an industry that has a huge impact on the economy of all countries included Malaysia. Logically, every implementation of project will have probability to face the failure of communication in construction project especially among the stakeholder. Therefore, that problem should be properly managed in ensuring the successful of the project.

The purpose of this research is conducted to determine the problem communication failure in construction project. Moreover, aim of this research is also to rank the most frequent problem of communication failure in construction project. Besides that, this chapter also discuss on the population of research respondent and the significant of this research. This research is important because the knowledge gain could help stakeholder in managing the failure of communication among stakeholder in construction project.

1.1 PROBLEM BACKGROUND

Stakeholder is very important person for the success of a project. They are important to identify them as affect or be affected by the project. Regarding to Pan (2005) stakeholder involve know people with high interest or potential projects and results and involved stakeholder group with shared objectives together. The execution of the construction project usually make a new value or product but they also can has

damaging effects to create problem such as noise, dust and other obstacles in the project area.

Communication is also an important element in any organization. It is one of the main factors that lead to failure in an organization, especially in the construction industry. This is because communication in the field of development involves many parties and is a complex relationship. When there are many parties whose role is varied as architects, engineers, surveyors, contractors and clients has made the construction activities of a relationship or a complex organization (Turner, 1972). According to (Ritz, 1994), the information communicated from one party to a different party failed properly received by the parties concerned. In this communication is an important factor that should be considered in any organization to increase productivity so that all can go smoothly.

The construction industry is the oldest industry that constantly plays important role in generating the development of Malaysia. The industry is still able contribute in the national economy, accounting for 2.1% of the Gross Rate Gross Domestic Product in the year, while 2.3% in 2002, although at when the country faced the problem of slow growth. However, when viewed from other perspectives, fundamental to the construction industry economic structure that encourages the growth of activities the domestic economy where it has become a contributor in realizing insight 2020. (Rahim, 2000).

The construction industry is expected to grow by 6.6% per annum and a contributor to the national economy by about 3.1% in 2010. Various mega projects can be implemented with the initiative given by the government such as the development of Putrajaya and Proton City. These projects are expected to be generate and strengthen the country's construction industry (Shahrul Nizar Shaari, 2003).

In the realization of Vision 2020, the construction industry has undergone many changes and move towards globalization where construction practices revolutionized traditional building products produced so much quality. Therefore, to be a country full build, good communication is needed to create a more efficient construction, reasonable and thorough can be developed.

Therefore, a program designed to overcome all the problems faced by the construction sector. Construction Industry Master Plan in collaboration Construction Industry Development Board Malaysia (CIDB) and industry are to assist the industry to face the challenges ahead and address weaknesses existing. Among the weaknesses and negative assumptions identified in the construction sector is poor communication between the stakeholders in conducting construction projects.

Problems that can be addressed by improving communication among stakeholders in the construction industry, particularly the use of labor-based public. Therefore, certain parties should cooperate between each other to overcome this problem, thereby strengthening the country's construction industry. Failure of the industry to improve communication can lead to local contractors cannot compete with overseas contractors with extensive experience in the construction effectively.

1.2 PROBLEM STATEMENT

Every organization has a goal to success and ensure that productive expenditures and progress in the country's development. To achieve this goal the organization must be given adequate attention to the barriers that constrain smooth and disruption of communications process because it is a process that plays an important role in improving the productivity of an organization.

In the construction sector takes place in several stages in accordance with their respective roles. The situation had progressed on the construction project can be a model of complex communication. As revealed the relationship that vary in type, function and purpose. The first question is about communication, whether the communication that we run it stays at the receiver's ability to receive and understanding the information communicated is clear and easily understood by the recipient. Good communication is essential to disseminate information clearly (Fyrer, 1997). According to Ritz (1994) as a medium of information must be accurate so that the information can be transferred with clear and accurate. The selection of an improper of communication leading use is to the failure of that information. When this happens, of course